



Why Prime?

Pro painters know that primers are the secret to a great paint job. Primers make painting easier by blocking stains, promoting adhesion, sealing porous surfaces and making sure top coats cover completely. If you need more motivation to prime, we have 35 reasons you should! Join us as we celebrate the 35th anniversary of our most popular primer — Bulls Eye 1-2-3®.

35 reasons for 35 years

1. When it's time to **transform** your **little girl's bedroom** into a **big girl bedroom**
2. Your **kitchen design ideas** now require a totally new color
3. When it is time to finally evolve out of the **man-cave design**
4. When the **garage sale dresser** is great, but the stain on top is not
5. Because your **floral wallpaper needs an update**
6. Because **priming before painting** provides a high-quality finish and fewer coats of paint
7. You got the **the white picket fence**, but it isn't so white anymore
8. Because it's time to let go of **'70s fashion** and **refresh** the living room
9. Because your basement is covered in old **wood wall paneling**
10. Because the **house is for sale** and you want the best **first impressions**
11. When **painting apartment walls** is more like covering up the previous tenant's artwork
12. When you want your **trendy DIY project** to look like your favorite **blogger's**
13. When **peeling paint** needs to be a thing of the past
14. Because your **child's art** isn't quite like Picasso...
15. Because it makes **painting bathroom tiles** an easy job
16. When **wall painting** has seen more than 5 layers
17. Because becoming an **empty nester** means you can **re-decorate** the nest
18. Because you got **big ideas** for a new **bathroom design**
19. Because you rented out **the house** to the **Beer Pong** champions
20. Because...**new, vibrant color!!**
21. Because **painting a living room** should only happen once
22. Because after **flooding**, water and mildew **stains** are left behind
23. When the previous tenant used the walls as a permanent **white board**
24. When **moving in together** means **transforming** his place into our place
25. You purchased the **perfect furniture** for your space, but it needs a **new color**
26. Because **painting** just isn't your favorite project...so make it **easier!**
27. Because what was a **pet store** needs to be converted into **office space**
28. When you've got a budding astronaut in the house who wants a **glow-in-the-dark** ceiling
29. When your **home office** becomes the new **nursery**
30. When **refreshing** a space includes a truly **bold color**
31. The **chicken run** that came with your new house is looking shabby
32. Oops! Because your **teenage driver** didn't see the **garage wall**
33. When you want your painting project to **look professional**
34. Because your **teenage son's** new hobby is **paintball**
35. Because that **garage sale outdoor patio furniture** needs a refresh

Tell us why you prime!  

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